Les Robes
de
Paul Poiret
RACONTÉES PAR
PAUL IRIBE

177867-B

SE TROUVE A PARIS
37, Rue Pasquier
chez
PAVL POIRET
Couturier.

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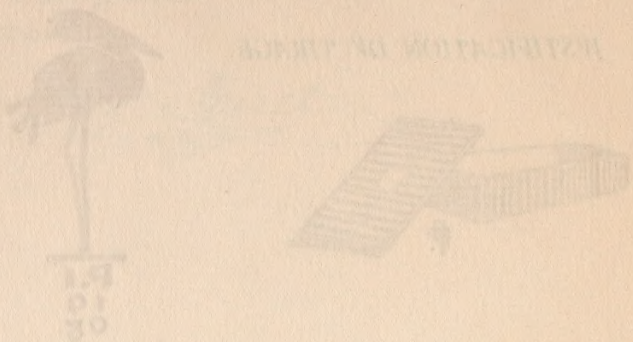
PGI75
1908
CHMRB

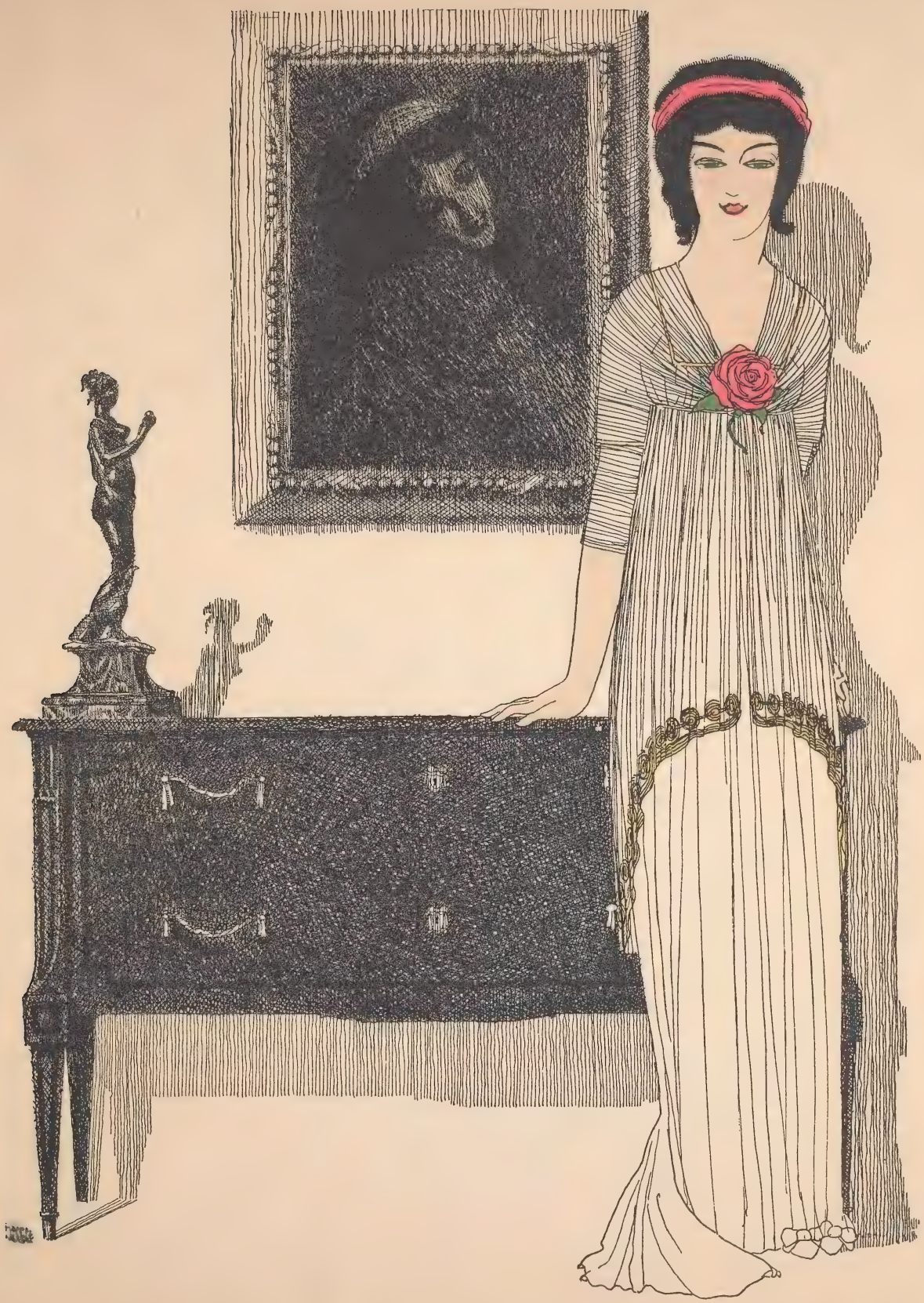


IL A ÉTÉ TIRÉ DE CET OVVRAGE DEVX CENT CINQVANTE EXEMPLAIRES SVR PAPIER HOLLANDE, MIS DANS LE COMMERCE AV PRIX DE QVARANTE FRANCS L'VN.

JVSTIFICATION DV TIRAGE.

A monsieur Max Meyer,
un américain bien Parisien,
qui aime et comprend toutes
les belles choses.

Paul Fort.



Achevé
d'imprimer
le
XX OCTOBRE MDCCCCVIII
pour
PAVL POIRET
par la
SOCIÉTÉ GÉNÉRALE D'IMPRE*ff*ION
21, Rve Ganneron
PARIS

* PR 58324

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"FIRST OF THE FASHION CELEBRITIES": TEN POCHOIR PLATES OF PARIS FASHION DESIGNS BY PAUL POIRET, WARMLY INSCRIBED BY MIM

(POIRET, Paul) IRIBE, Paul. Les Robes de Paul Poiret. Paris: (Société Générale d'Impression, 1908). Slim quarto, original cream paper boards.

Limited first edition, one of only 250 copies, containing 17 of the latest Paris fashion designs and seven short hair styles by famous French couturier Paul Poiret, drawn on ten lithographic plates by Paul Iribe and hand-colored en pochoir. This presentation copy inscribed, "À Monsieur Max Meyer, un Américain bien Pausière, qui aime et comprené touts les belles choses. Paul Poiret."

Designer Paul Poiret dominated the Paris fashion world from 1909 to 1914, revolutionizing *haute couture* with his designs for the "new woman," designs that abandoned constricting corsets in favor of loose-fitting tunics, capes, kimonos and pantaloons. "He is often considered the first designer to make fashion an art form… and had enormous influence on later generations of couturiers" (Wendy Moonan). Inspired by Art Nouveau, East Asian prints, and the Ballets Russes, Poiret created jeweled evening gowns, billowing harem pants, fringed capes, and exotic turbans. His colors echoed the fiery tones characteristic of Bakst's costumes for the Ballets Russes, and while Poiret would never admit to imitating Bakst, his influence on Poiret's fashions was quite evident to knowledgeable contemporaries. Regarded as the "first of the fashion celebrities" (Mary Bawa), Poiret is responsible for the "hobble skirt" and the short-hoop "lampshade" tunic. In addition, he is credited with being the first clothes designer to produce his own line of perfumes and cosmetics. The wonderful plates by fashion artist Paul Iribe are colored by hand in the *pochoir* technique, with as many as 11 stencils required for some of them. On the plates, Iribe's name has been scrubbed out. Hiler, 467. Colas 1517. The recipient of this copy, Max Meyer, became a leader of the New York garment industry and one of the founders of the High School of Fashion Industries. His company still exists, offering the latest lines of fashion accessories, as "a wholesale import company dedicated to quality, unique selections and dependable service since 1901."

Plates fresh and colors bright, spine expertly restored.

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